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Grandiflora Rose, BOBBY JONES, (Plant Pat. App. for). See page 9

**GOLDEN STATE NURSERIES**  
**OF GEORGIA, INC.**  
ATLANTA 5, GEORGIA





*Floribunda Rose*  
**LITTLE DARLING**  
 Plant Pat. No. 1581  
 See page 11

## COLLECTION NO. A

Buy these 3 beautiful new Floribundas listed on this page at reduced prices and have gorgeous color in your garden from early spring until late fall.

(Regular Price \$7.00)

All three for only **\$6.15**  
 YOU SAVE 85c



*Floribunda Rose*  
**FIRE KING**  
 Plant Pat. No. 1758

**All-America Winner**  
 for 1960  
 See page 10



*Floribunda Rose*  
**SARABANDE**  
 Plant Pat. No. 1761

**All-America Winner**  
 for 1960  
 See page 11



*"Roses Are Our Business"*

# **ROSE GROWING Comes to the Land of the CHEROKEE**

From the deep, rich, alluvial soil of the Chattahoochee river valley, where once trod the soft moccasined foot of the renowned Cherokee Indian in his quest for game and romance . . . where frost comes early at the foothills of the Great Smoky mountain range—average frost date, October 18—come rose bushes from the newest production area of the United States—north Georgia.

AFTER SEVERAL YEARS of extensive and expensive experimentation, we are convinced that we can dig a completely dormant plant much earlier than other producing areas. Our modern irrigating facilities, plus our long winter months, assure us of a far better than average root system.

## **DIRECT FROM OUR FIELDS TO YOU**

Our geographical location will save shipments a substantial amount of time in reaching you, assuring you of a fresher plant with a much better chance of living and performing as it should in your garden.

## **NOTICE TO GARDEN CLUBS**

Our growing fields are located on State Highway 141, four (4) miles northwest of Norcross, Georgia. We maintain picnic tables and roads through the fields for your pleasure. We cordially invite you to make your yearly pilgrimage a trip to our nursery. If you have never seen more than one hundred thousand roses all in bloom at the same time, we feel sure that you will enjoy every minute of the trip. The blooms are beautiful through July, August and September. Inquiries invited.

# A Frank Word of Explanation

WE RESPECTFULLY REQUEST YOU TO READ THIS MESSAGE

*Dear Friends:*

For the past ten years we have produced our plants in California and Arizona by what is known in the trade as "Contract Growing." This method of producing, as far as our service to our customer is concerned, has proved highly *unsatisfactory*. In many instances, as some of you know, we have been forced to hold up your entire order waiting for one or two varieties, or make partial shipment and "Back Order" the balance, simply because our "Contract Grower" could not or would not dig and ship our plants to us according to his commitment at an earlier date.

We have always made every effort, and feel we have succeeded in most instances, to maintain a high quality in the plants we have shipped you. Actually we realized several years ago that we could not continue this method of operation and at the same time expect to retain your friendship and confidence.

Our first step was the testing of soils, rainfall and frost dates, both spring and fall, to determine where we could theoretically produce a high quality plant. Then the long tedious checking and double-checking of roses being grown in these different areas under actual field conditions, on different types of understock, with spring, summer and fall budding operations being tested for best results.

Two years ago we had made our choice and planted our first full crop in Georgia (see page 3 for location), where we would have full and complete control of production from start to finish. We believe we have succeeded far beyond our fondest hopes and are confident you will agree with us when you receive your plants this year.

We promise to fill your orders promptly and complete, as near to your requested shipping date as is possible. We will start digging and shipping about the first week in November. This is at least one month earlier than we have ever been able to ship before. Every plant, with the exception of one or two varieties, will have been grown in our own fields right here in Georgia.

Our most sincere thanks to all of you for your continued confidence and faith in us.

Yours for better roses,

*Jay and Ellen Herring*

**Golden State Nurseries of Georgia, Inc.**



## HYBRID TEA ROSES

**NOTE:** The numbers shown in parentheses under each rose variety indicates the rating given by the American Rose Society. Nine up is the finest, 8 up is excellent, 7 up is very good, 6 up is fair.

### AMI QUINARD

(6.3)

\$1.25 each

The rich dark garnet color is the most distinguishing feature. The bud is pointed, opening to a medium-sized flower that becomes cupped as it ages. About 17 petals, with moderate fragrance. Vigorous plant of average height, blooming freely.

### BETTER TIMES

(6.3)

\$1.25 each

Superb for cutting, and a long-time favorite for that purpose. Florists and home gardeners too have found it a wonderful producer. Brilliant cerise blooms with high centers are carried on long stems. Very fragrant. A hardy plant of medium height.

### BURNABY

(8.1)

\$2.50 each; 3 for \$6.60

(Plant Pat. 1314.) Lovely flowers of perfect form and huge size—excellent for exhibiting. The color is delicate light yellow, deeper in the heart. Very double and high centered, with long stems. Dark, glossy foliage on a bushy plant.

### CARELESS LOVE

(6.7)

\$2.50 each; 3 for \$6.60

(Plant Pat. 1582.) Genuinely unique, and so distinctive no one could fail to recognize it instantly. Strikingly similar to a variegated camellia in coloring, it combines pink with white streaks or whole petals, rose and white, red and white, and occasionally a pure pink or an apricot-yellow bloom right on the same stem as the others. Not affected in color by the sun. From Red Radiance it inherits vigor, sure-blooming qualities, hardiness, long life and unfailing reliability. The plants grow about 3 feet high and produce fragrant flowers steadily through the season.

### CHARLOTTE ARMSTRONG



(9.0)

\$1.50 each; 3 for \$3.90

There has to be a "best of all," and in most people's opinion Charlotte Armstrong is that rose. It is by far the most popular rose in the South. Long, shapely, carmine buds and gorgeous cerise flowers of perfect form and giant size. The plant is very tall and rugged. It deserves a place in every garden.

### CHRYSLER IMPERIAL



(8.8)

\$2.50 each; 3 for \$6.60

(Plant Pat. 1167.) Rich crimson-red, fragrant flowers, 4½ to 5 inches across, are borne singly on long, sturdy stems, ideal for cutting. The buds open very slowly. Heavy, dark green foliage on a compact, well-balanced bush.

### CONDESA DE SASTAGO

(7.4)

\$1.25 each

A gay bicolor rose that has been widely planted for many years. Rosy scarlet on the inner side and golden yellow on the outside of the petals. Gay, bright and sweetly fragrant. Very bushy, vigorous and free blooming. Always dependable.

### CONFIDENCE

(8.3)

\$2.50 each; 3 for \$6.60

(Plant Pat. 1192.) A tremendous rose. The buds are actually 2½ to 3 inches long, and the flower unfolds to a full 6 inches across. The coloring is superb, with the general effect of a peach-toned pastel blend. Plants are well branched, upright, bushy.

### COUNTESS VANDAL

(7.5)

\$1.25 each

Beautiful flowers with the outside of the petals pink and the inside copper and gold. Delightfully fragrant. Often a winner at rose shows, and always a winner when cut for home bouquets. Nobody can resist the Countess.

### CRIMSON GLORY

(9.1)

\$1.25 each

The most beautifully formed bud of all the red roses. Deep velvety crimson blooms are produced abundantly on low-growing, bushy plants. It has been voted the most fragrant rose by the American Rose Society—and note what a high rating it has.



## HYBRID TEA ROSES, continued

### DAINTY BESS

(8.4)

\$1.25 each

Everybody knows and loves this clear pink rose, with its single flowers and its bright crimson stamens. Delicately fragrant and always a charmer. Blooms steadily all summer long. This is *the* single rose that has stayed popular for thirty-five years.

### ECLIPSE

(8.1)

\$1.50 each; 3 for \$3.90

Exquisite long buds and abundant, brilliant golden yellow blooms on vigorous, healthy, branching plants. Disease-resistant foliage. Unmatched as a boutonniere. A splendid yellow, indispensable in any garden.

### EDITOR McFARLAND

(7.1)

\$1.25 each

Deep pink blooms on vigorous, healthy, upright plants. The buds are beautifully sculptured, with classic grace. Wiry, strong stems; excellent fragrance. Widely grown all over the country.

### ETOILE DE HOLLANDE

(8.1)

\$1.25 each

An old favorite, famous for its true old-time rose fragrance as well as its dazzling color. Exceptionally beautiful, deep scarlet buds develop perfectly on strong plants. A standard for many years.

### FRAU KARL DRUSCHKI

\$1.25 each

Tall and vigorous. Pure white and long the standard of excellence in white roses. Blooms freely in spring and often repeats.

### GARDEN PARTY



\$3.50 each; 3 for \$9.20

(Plant Pat. 1814.) A marvelous, brand-new hybrid tea, one of the All-America winners for 1960. Its parents were Peace and Charlotte Armstrong—surely strong enough recommendation. The flower is immense, with 25 to 30 wide flaring petals. Rich ivory and cream, flushed apple-blossom-pink. Vigorous and free branching.

### GOLDEN SCEPTER

(7.3)

\$1.85 each; 3 for \$4.85

(Plant Pat. 910.) The non-fading, vivid golden yellow color is as apparent in the fully open flower as in the slender, urn-shaped buds. Flowers unfurl slowly and last a long time. A good vigorous plant, with glossy foliage.

### GRENOBLE

\$1.25 each

The clear scarlet flowers are of good size, with 30 to 40 petals arranged in high-centered form. Slight spicy fragrance. Very sturdy and free blooming. An older rose that has stood competition for thirty years.

### HAPPINESS

(6.1)

\$2.00 each; 3 for \$5.25

(Plant Pat. 911.) Long-stemmed beauties of bright red changing to crimson-carmine. Very large, high-pointed blooms and long buds with light scent. Upright growing, hardy and disease resistant. A really superb color, unsurpassed for cutting.

### HELEN TRAUBEL



(8.7)

\$2.75 each; 3 for \$7.20

(Plant Pat. 1028.) The delightful color changes with the weather from a light, sparkling pink to a gorgeous, luminous apricot. The unusually large, long buds and magnificent flowers delight everyone who sees them. The plants are a pleasure for any gardener, since they require no pampering to reach their bigger-than-average size.

### KAISERIN AUGUSTE VIKTORIA

(6.7)

\$1.25 each

The favorite white in many gardens. Clusters of long beautiful buds last well and open to double, really white flowers. Fragrant, and especially liked for cutting.



## HYBRID TEA ROSES, continued

### KORDES PERFECTA

Too new to be  
rated

\$3.50 each; 3 for \$9.20

(Plant Pat. 1604.) The basic color is cream-white, but this is edged with carmine, which gradually spreads through all the flower. And as the bud opens, a suffusion of yellow is displayed. Completely different from all other varieties, this is sure to be in big demand. The strong, 3-foot plant blooms freely all season. Sometimes the blooms are carried one to a stem, and sometimes in a cluster. Any way at all, it is a miracle of beauty.

### McGREDY'S SUNSET

(7.5)

\$1.25 each

Double flowers, globular in form, with about 40 petals. Chrome-yellow at the base, shading to scarlet, with a clear yellow reverse. Glossy foliage on a good plant.

### MIRANDY



(7.7)

\$2.25 each; 3 for \$6.00

(Plant Pat. 632.) A real "man's rose," with big fat pointed buds and flowers so packed with petals that sometimes you wonder how the stem can support the bloom! The color is a rich maroon-red of great distinction, with black shadings. Penetrating, full-bodied fragrance. This rose is at its peak of glory during the summer and early fall, when most varieties suffer from heat; its color and form are less attractive in cold, wet weather. A vigorous, free-branching plant with leathery foliage.

### MME. HENRI GUILLOT

(8.4)

\$1.50 each; 3 for \$3.90

Both buds and blooms are of beautiful form, with light fragrance. Rosy flame color, changing to deep watermelon-pink as the flower opens. Glossy, attractive foliage on a vigorous, bushy plant.

### MOJAVE



(7.4)

\$2.75 each; 3 for \$7.20

(Plant Pat. 1176.) This brilliant orange rose leads its color class. The orange is made even more fiery by modifying tones of salmon and apricot in warm weather and hot red flares in cooler seasons. Big healthy plants; long stems. It blooms from early spring to late fall and is perfect for cutting.

### NEW YORKER

(8.0)

\$2.50 each; 3 for \$6.60

(Plant Pat. 823.) The huge flowers of dazzling bright red are abundant through the growing season. Buds of perfect form and texture, opening slowly. Plants are vigorous, bushy and only 3 feet tall. Completely non-fading. Hardy and healthy, blooming until frost.

### NOCTURNE



(8.1)

\$2.25 each; 3 for \$6.00

(Plant Pat. 713.) These buds are the longest, most perfectly streamlined of any red rose. They open to many-petaled, richly textured, bright cardinal-red beauties with deep crimson in the heart in spring and fall. During summer the color is lighter and brighter. Pleasantly fragrant. The plants are vigorous, the foliage large and lush.

### PEACE



(9.6)

\$2.50 each; 3 for \$6.60

(Plant Pat. 591.) This has been called the "rose of the century," and with very good reasons. It is really a spectacular rose in all respects—color, size, vigor and health. It has won countless awards since its introduction and was an All-America Selection in 1946. Its beauty and charm can be seen in all the show gardens around the world, as well as in private gardens throughout the country. It has been selected "Queen of the Show" in most every rose show in recent years. The buds are golden yellow with a flash of pink along the petal edges. Flowers open very slowly, giving long-lasting blooms showing delicate tints of yellow and pale gold. Long, straight stems and handsome, shining, dark green foliage on a tall husky plant. The canes are exceptionally sturdy and the plant is easy to grow even for amateur rose growers.

### PICTURE

(8.0)

\$1.25 each

Velvety rose-pink color. The flowers have reflexed petals, quite distinct from all others. Long, charming buds. Another older variety that is still popular.



## HYBRID TEA ROSES, continued

### PINK PEACE

Too new to be  
rated

**\$3.00 each; 3 for \$7.95**

(Plant Pat. 1759.) The flowers are up to 6 inches in diameter, with remarkable substance and lasting quality. In color it is soft dusty pink. Borne singly on long stems, these handsome flowers come more freely than you might expect. Rich fragrance adds to its charm. The plant is extremely vigorous, upright and well branched, with plenty of large, leathery foliage.

### POINSETTIA

(7.6)

**\$1.25 each**

A gay, bright scarlet hybrid tea with petals that roll back as the flower opens, giving it the form of a Christmas star as well as the color of a poinsettia. Vigorous and rather compact in growth.

### PRESIDENT EISENHOWER

(6.7)

**\$2.25 each; 3 for \$6.00**

(Plant Pat. 1217.) Shapely blooms and handsome buds on sturdy, upright canes. Rich velvety red with a dark sheen; 35 to 40 petals. Beautiful dark leaves and moderate fragrance. The plant is low to medium height. Recommended for every garden.

### PRESIDENT HERBERT HOOVER

(7.7)

**\$1.25 each**

Exquisite long reddish buds, with the flowers opening to a lively mixture of flame and yellow. Great big flowers and great big bushes, tall and upright. Give it plenty of room in your garden, but don't fail to have it there!

### RADIANCE

(7.9)

**\$1.25 each**

The well-known hardy, "fool-proof" variety. Gives a continuous succession of two-tone pink blooms with delicious fragrance.

### RED AMERICAN BEAUTY

**\$1.25 each**

Big, luscious deep crimson flowers with plenty of petals and satisfying fragrance. Stems are long and strong. A profuse bloomer and sturdy grower.

### RED RADIANCE

(7.9)

**\$1.25 each**

One of the easiest of old favorites to grow. Light red buds open into globe-shaped flowers with rich fragrance. Hardy, prolific, free growing and the illustrious parent of the new and fascinating rose Careless Love.

### THE DOCTOR

(7.6)

**\$1.50 each; 3 for \$3.90**

You can grow the largest pink buds and flowers from this variety of any hybrid tea, but to do this you must feed the plants liberally. (Never use fertilizer when planting roses. Wait until they are growing well before starting regular feeding.) The silvery pink of this variety and its intense perfume are world-famous.

### TIFFANY



(8.8)

**\$2.75 each; 3 for \$7.20**

(Plant Pat. 1304.) The illustration shows this handsome rose in its liveliest fall coloring. During the blooming season flowers vary in lighter tones of this same phlox-pink, always accented with yellow at the base of the petals. Bushy, vigorous, free-blooming plants; remarkably long-lasting flowers.

### WHITE KNIGHT



**\$3.00 each; 3 for \$7.95**

(Plant Pat. 1359.) A regal flower of pure satiny white which does not fade or discolor. Generally each stem carries only one bloom, which lasts a long time. Very vigorous and upright, to 3 feet or more. A deluxe cutting rose which is becoming more and more popular.



## GRANDIFLORA ROSES

### BOBBY JONES

Too new to be  
rated

\$2.50 each; 3 for \$6.60

(Plant Pat. App. for.) This is truly an outstanding rose in the grandiflora class. Its parents are the noted Crimson Glory and World's Fair. Many roses are described as abundant bloomers, but this new one really belongs in a class all by itself in this respect. In fact, its best feature, perhaps, is its habit of continuous bottom breaks or basal shoots throughout the growing season, keeping the plant full and bushy, with leathery foliage all the way to the ground. The blooms are bright crimson, unusually fragrant, sometimes on great pyramidal clusters, sometimes on a single stem excellent for cutting. They are fully double (50 or more petals) and of beautiful high-centered form. We are both happy and proud to name this newest of our introductions in honor of an illustrious citizen of Atlanta, whose sportsmanship, courage and honor are truly known, not only here but throughout the civilized world—the renowned gentleman and all-time golfing great, Robert Tyre Jones, Jr.

### BUCCANEER

(7.3)

\$2.50 each; 3 for \$6.60

(Plant Pat. 1119.) Buccaneer is one of the reasons for the existence of the grandiflora class. While it is new to the public, it has been waiting for introduction for some time. The rose had a host of fine qualities, but the hybridist was unable to fit it into the scheme of things before the grandiflora class was acknowledged. The blooms were hybrid tea size and type, the sunshine-yellow color was non-fading and bright, the buds were long and tapering, and the open bloom was long lasting to an extreme degree. But the plants were just bigger and huskier than anything in the hybrid tea class, and to introduce it as a hybrid tea would have been misleading, since it towers so grandly above them in stature. But now there is a place for this fine rose—the only yellow in the class. If you locate it properly where it will not obscure less robust plants, you'll find that its 5 to 6-foot height will be an advantage and a pleasure well worth having.

### CARROUSEL

(9.0)

\$2.00 each; 3 for \$5.25

(Plant Pat. 1066.) Winner of a special gold medal from the American Rose Society. Carousel is a trouble-free, semi-double, intense dark velvety red rose so universally admired that a garden is incomplete without it. Mildew resistant to a high degree, prolific and lovely in form. The vigorous plant gives an abundance of bloom. Perfect alone or with other grandifloras.

### EL CAPITAN

\$3.00 each; 3 for \$7.95

(Plant Pat. 1796.) Ovoid to urn-shaped buds become good-sized, well-formed flowers with 25 to 35 petals. Cherry to rose-red, with slight fragrance. Bushy, upright and vigorous in growth, with blooms borne both singly on a stem and in clusters.

### MONTEZUMA

(8.5)

\$2.75 each; 3 for \$7.20

(Plant Pat. 1383.) Montezuma brings a new color to this class. It has a brilliance of hue which commands attention, its summer tone being a bright salmon-orange and its spring and fall color a deeper scarlet-orange. The buds are long and tapering and the very long-lasting flowers are hybrid tea in character. The plants grow 4 feet tall or more, with a distinctive slender form, although the canes are free branching and very vigorous. The foliage is faultless.

### QUEEN ELIZABETH



(8.9)

\$2.50 each; 3 for \$6.60

(Plant Pat. 1259.) This is the rose that proved so distinctive that it inspired the name "grandiflora" for these tall, bushy plants crowned with blooms of hybrid tea size and form, but with the tendency to grow in clusters rather than singly on a stem. The high-centered flowers are a lovely blend of soft carmine-rose and dawn-pink, set off by deep green, heavy-textured foliage that clothes the plant to the ground. Exceptionally vigorous and disease resistant, growing luxuriantly all season. The blooms are carried on long, almost thornless cutting stems. Fragrant and long lasting when cut, they are a joy to have in abundance. A beautiful plant to use as a landscape specimen.



## GRANDIFLORA ROSES, continued

### ROUNDELAY

(8.0)

\$2.50 each; 3 for \$6.60

(Plant Pat. 1280.) Produces flowers every bit as well formed, high centered and graceful as hybrid teas, but with about three times as many to the plant. The size of the plant has a lot to do with this, but the habit of putting several blooms on a stem is the real secret. The color of this rose is pure, luminous red, and it possesses both fragrance and long-lasting qualities. Flowers are medium in size and the vigorous plants about 4 feet in height, more upright than spreading, with ample, dark green foliage. The result of crossing Charlotte Armstrong and Floradora, Roundelay is a credit to both its fine parents.

### STARFIRE



Too new to be  
rated

\$3.00 each; 3 for \$7.95

(Plant Pat. 1742.) In color it is a dashing currant-red which is perfectly sunfast. A unique luminous quality gives depth to the velvety buds. Buds are urn shaped, opening to perfectly formed, high-centered blooms, sometimes borne singly on a stem and sometimes in big candelabra. Growth is strong, tall and bushy. Glossy, bronzy green foliage.

## FLORIBUNDA ROSES

### BETTY PRIOR

(9.0)

\$1.50 each; 3 for \$3.90

One of the taller floribundas, with plants from 3 to 3½ feet high and an immense mass of bloom. Flowers are 5-petaled, opening to shell-pink from a lively red bud. Plants are both vigorous and healthy. Superb as a landscape plant, especially as a hedge.

### CECILE BRUNNER

(7.7)

\$1.50 each; 3 for \$3.90

This is a true polyantha rose, with tiny pink buds and flowers on wiry stems held well above the foliage. Everything about this "Sweet-heart Rose" is dainty. Plants grow only 1 to 1½ feet tall.

### FASHION



(8.9)

\$2.00 each; 3 for \$5.25

(Plant Pat. 789.) Hundreds of coral-pink or coral-peach blooms. The suffusion of gold lends brilliance and at the same time a softness to the flower. Plants are good and vigorous, with neat, glossy foliage and a height of 2½ to 3 feet. One of the most widely planted floribundas.

### FIRE KING



\$2.50 each; 3 for \$6.60

(Plant Pat. 1758.) All-America winner for 1960. Iridescent vermillion, long-lasting blooms of unusually neat form, about 2½ inches across when fully open. They are borne in huge heavy clusters and also only a few to a stem. Foliage is reddish when young, becoming dark green. Very sturdy and upright grower.

### FLORADORA



(8.2)

\$1.25 each

Nothing like it! The color is an astonishing cinnabar-red that just screams for attention and never fails to get it. Great clusters of 8 to 12 flowers in a group. Grows 2½ to 3 feet tall.

### FUSILIER



(7.8)

\$2.50 each; 3 for \$6.60

(Plant Pat. 1709.) This bushy, 3-foot plant, with its heavy, lustrous dark leaves, forms a perfect background for the flaming orange-scarlet blooms. Dark red buds open slowly. The wide petals are very bright in warm weather, with darker tones when the days turn cooler. Each flower is fully double, with up to 40 petals, frilled and ruffled. The plant blooms freely and continuously all season long, producing a fusillade of fragrant, gaily colored flowers.

### GARNETTE

(7.8)

\$1.25 each

Small flowers of deepest red, in tight clusters. Low, neat plants; in fact this is that charming potted plant you may have seen in the florist shops. It's perfectly hardy outdoors.



## FLORIBUNDA ROSES, continued

### GOLD CUP



(7.4)

\$2.50 each; 3 for \$6.60

(Plant Pat. 1683.) A new large floribunda with deep yellow buds opening to non-fading, sweetly perfumed flowers. The 2½-foot plants are scarcely ever without bloom from spring to frost. Dark glossy foliage and freely sprouting basal shoots. Distinguished for its vigor, size, form and productiveness, this is a new rose that is sure to win friends far and wide.

### IVORY FASHION



Too new to be  
rated

\$2.75 each; 3 for \$7.20

(Plant Pat. 1688.) The long, slim buds open gradually to slightly cupped, fragrant flowers. Long, graceful golden stamens decorate the ivory blooms. Always fresh looking, with stout stems bearing 5 to 10 buds each. The plant grows 2½ to 3 feet tall and blooms freely.

### JIMINY CRICKET



(7.5)

\$2.00 each; 3 for \$5.25

(Plant Pat. 1346.) The winning floribunda rose in the All-America Selections for 1955. It carries great bursts of orange-red blooms which turn to coral-pink with age, and it repeats steadily all season long. Plants are 4 feet tall, with glossy, disease-resistant foliage. Pleasing damask fragrance.

### LITTLE DARLING

(8.5)

\$2.00 each; 3 for \$5.25

(Plant Pat. 1581.) All the glorious blended colors of a summer sky meet in this flower—red-orange on the outer petal, changing to shades of rose-pink with a warm buttercup-yellow center. The 2½-inch blooms are perfectly formed and last very well when cut and brought indoors. They are lovely for corsages. Very vigorous and free blooming, with healthy, shining foliage.

### PINOCCHIO

(7.8)

\$1.25 each

Big sprays of rich salmon buds flushed with gold, opening to attractive double blooms of soft clear pink. Very hardy, free blooming and well branched. About 2 feet tall.

### RED PINOCCHIO

(8.8)

\$1.75 each; 3 for \$4.65

(Plant Pat. 812.) One of the best red floribundas, this long-lasting flower combines the best qualities of Pinocchio and Donald Prior. Large, rich scarlet clusters, sometimes appearing much deeper red. Vigorous and hardy.

### SARABANDE



Too new to be  
rated

\$2.50 each; 3 for \$6.60

(Plant Pat. 1761.) Another All-America winner for 1960, and a prizewinner all over Europe before it reached this country. Gay, bright orange-red, semi-double flowers of very striking appearance. The prominent yellow stamens serve to accentuate the color. Blooms early and continues all season. Ideal for low hedges and landscaping.

### SPARTAN

(8.5)

\$2.50 each; 3 for \$6.60

(Plant Pat. 1357.) A sparkling warm orange-red bloom softening to reddish coral. The individual flowers are of charming form, and just the right size for cutting. In constant bloom from early spring to severe frosts. The foliage has no equal for both beauty and vigor of growing habit.

### VOGUE



(8.2)

\$2.00 each; 3 for \$5.25

(Plant Pat. 926.) Another All-America winner. Clusters of vivid cherry-coral flowers up to 4 inches across and very nicely shaped, just like smaller hybrid teas. Free blooming and fragrant. Plants are sturdy and grow to 3 feet tall.

### WHITE BOUQUET



(7.5)

\$2.50 each; 3 for \$6.60

(Plant Pat. 1415.) Medium-high, rounded plant, nearly always blanketed with very large, snow-white blooms. Sweet spicy fragrance. Excellent for beds, foundation plantings and property borders. Lustrous, dark green foliage.



## CLIMBING AND PILLAR ROSES

### IMPROVED BLAZE

(8.1)

\$1.50 each; 3 for \$3.90

"Red" seems a weak word to use in describing the color of this wonderful climber. It is a smashing, dashing scarlet, presented in such a tremendous mass of clustered bloom as to make it the one indispensable rose, even if you can spare it only a minimum of ground space. Hardy and healthy, it blooms in spring, followed by occasional flowers in summer and fall.

### CLIMBING CECILE BRUNNER

(8.5)

\$1.75 each; 3 for \$4.65

Dainty little rose-pink "Sweetheart" flowers in huge clusters that just about cover the plant. Cecile Brunner is a famous old rose—a long-time favorite in its class. This climbing form is a strong grower of medium size.

### CLIMBING CHARLOTTE ARMSTRONG

\$2.50 each; 3 for \$6.60

Charlotte Armstrong has been such a super-favorite in the South that this climbing form will be welcome indeed. It has the same long, elegant buds as the parent, of very large size and perfect shape. The color is glowing cerise-red, which always attracts much admiring attention. A good climber, blooming repeatedly all season.

### CLIMBING CRIMSON GLORY

(8.3)

\$2.50 each; 3 for \$6.60

(Plant Pat. 736.) A strong, fast-growing plant covered with high-pointed, vivid crimson flowers on sturdy stems. Refreshing fragrance and clean, healthy foliage. This is an extremely good climber that has gained wide popularity. It is a stand-out wherever grown. Plant it and see!

### CLIMBING ETOILE DE HOLLANDE

(8.6)

\$1.50 each; 3 for \$3.90

One of the best of all red hybrid teas, here presented as a climber. A big, vigorous grower that will give plenty of bright scarlet, long-stemmed blooms with rich perfume.

### CLIMBING KAISERIN AUGUSTE VIKTORIA

\$1.50 each; 3 for \$3.90

Elegant large, beautifully furled buds on long stems. The color is ivory-white with a hint of lemon. A strong, free-flowering climber.

### CLIMBING MRS. P. S. DU PONT

\$1.50 each; 3 for \$3.90

The climbing form of the reddish gold hybrid tea that has been a standard for so many years. Very glossy, pleasing foliage.

### CLIMBING PEACE

(7.2)

\$2.25 each; 3 for \$6.00

(Plant Pat. 932.) The same wonderful flowers on this climber as on the bush form. Vigorous growing and continuous blooming, this is one of the finest of all climbers. The flowers are perfect for cutting.

### CLIMBING PICTURE

(8.4)

\$2.50 each; 3 for \$6.60

Just about as nice a clear pink as you could want. The flowers are very double and of excellent form. A glorious climber reaching a height of 6 to 8 feet.

### CLIMBING TALISMAN

\$1.50 each

Buds and open flowers of lovely red and gold. A frequent bloomer with a pleasant tea fragrance.

### CLIMBING TIFFANY

\$2.50 each; 3 for \$6.60

(Plant Pat. 1836.) Glowing pink with a golden base, carried on long stems. A wonderful rose, now in climbing form.



## CLIMBING AND PILLAR ROSES, continued

### GOLDEN SHOWERS



(7.4)

\$2.75 each; 3 for \$7.20

(Plant Pat. 1557.) This excellent All-America winner for 1957 displays its long-pointed buds and large, vivid deep yellow blooms from early spring until late fall. The foliage is glossy green and is highly resistant to mildew. Can be trained as a pillar rose or climber.

### NEW DAWN

(8.8)

\$1.50 each; 3 for \$3.90

Loved for its many extra-fine qualities—its hardiness, long life, strong climbing ability, waxy dark foliage and everblooming habit. The nicely formed, fragrant flowers are of delicate apple-blossom-pink and are borne on good stems.

### PAUL'S SCARLET CLIMBER

(9.1)

\$1.35 each

Completely covered with a great profusion of vivid scarlet-red blooms in early spring. Ideal for fences, walls or porches. Very hardy. An old-timer, but look at its rating!

## COLLECTIONS

### COLLECTION NO. 1

Little Darling	\$2.00
Fire King	2.50
Sarabande	2.50
Total	\$7.00

All Three for.... **\$6.15**

### COLLECTION NO. 2

Peace	\$2.50
Kordes Perfecta	3.50
Bobby Jones	2.50
Total	\$8.50

All Three for.... **\$7.45**

### COLLECTION NO. 3

Chrysler Imperial	\$2.50
Mojave	2.75
Confidence	2.50
Total	\$7.75

All Three for.... **\$6.85**

### COLLECTION NO. 4

Tiffany	\$2.75
Peace	2.50
Helen Traubel	2.75
Total	\$8.00

All Three for.... **\$7.00**

### COLLECTION NO. 5

Bobby Jones	\$2.50
Queen Elizabeth	2.50
Montezuma	2.75
Total	\$7.75

All Three for.... **\$6.85**

### COLLECTION NO. 6

Six \$1.25 Roses ..... \$7.50

Any Six (Your Choice).... **\$6.25**

### COLLECTION NO. 7

Six \$1.50 Roses ..... \$9.00

Any Six (Your Choice).... **\$7.50**

### COLLECTION NO. 8

Twelve \$1.25 Roses ..... \$15.00

Any Twelve (Your Choice).... **\$12.25**

### COLLECTION NO. 9

Queen Elizabeth	\$2.50
Montezuma	2.75
Starfire	3.00

Total ..... \$8.25

All Three for.... **\$7.30**

### COLLECTION NO. 10

Peace	\$2.50
Mirandy	2.25
Helen Traubel	2.75
Kordes Perfecta	3.50
White Knight	3.00
Chrysler Imperial	2.50
Tiffany	2.75

Total ..... \$19.25

All Seven for.... **\$16.95**

We highly recommend all roses listed on this page as being time tested, well proven varieties, suitable for any section of the country. Order these collections by number and make substantial saving over retail price.





## Block of Semi-upright Rosa Multiflora Japonica

Starts blooming in May or June. Flowers  $\frac{3}{4}$  inch or more in diameter, usually white, sometimes flecked with pink. Blooms in great pyramidal clusters. Fruit orange to red in winter. Very vigorous. Will grow to 8 feet if desired, with thick growth clear to the bottom. In fact, it is so dense that it will keep intruders outside your property while your children and pets will stay inside. No special soil or treatment needed. Plant 1 to 2 feet apart.

These are not just 3 to 4-month rooted cuttings but full 2-year, field-grown plants. (See illustration above.) You have always wanted a living fence along the side of or around your property, or that ugly bank covered with living plants. Will help stop erosion. Order these quality plants today.

**We pay all packing and shipping charges.**

**1 to 9**  
**40c each**

**10 to 99**  
**30c each**

**100 to 249**  
**25c each**

**250 to 500**  
**20c each**





# Cultural Suggestions

## to Help You

## Grow More Beautiful Roses

### SELECTING A LOCATION

Roses grow best in full sun, but will give very satisfactory results if they receive no more than half a day of sunlight, particularly if they receive

that half day during the morning hours. Choose your location so far as possible to avoid undue competition with shrub and tree roots.

### PREPARATION OF THE SOIL

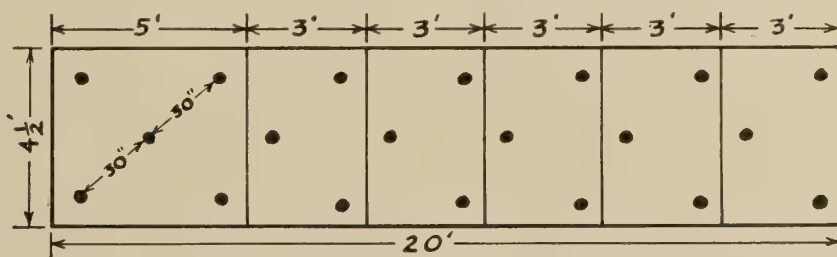
If your intentions were honorable but your nice, new rose bushes arrived before you could put them into effect, then you need a quick but good way to prepare the soil for planting before the bushes dry out. I'd suggest this as a good method:

Dig a good sized hole, about 15 inches deep and 18 inches wide. If you are planting hybrid tea roses allow a minimum of 30 inches between plants; if you are making a hedge of floribundas, particularly the lower growing types, then dig a trench instead of individual holes and space the plants only a foot to 18 inches apart.

In the bottom of the hole place a 6-inch layer of a fifty-fifty mixture of dairy manure and peat moss. If your soil is of a heavy clay type, I suggest that

you mix one-third woods earth or high grade top soil to two-thirds of your own clay soil before returning it to the hole. In addition, I find it good practice and a long-term benefit to add one to two pounds of bone meal to this mixture of soil. Do not use any commercial fertilizers at this stage. Bone meal will not injure the plants, but regular commercial fertilizers will burn them when used at planting time. Wait until the plant is well established (the Spring following planting when active growth is starting is a good time) before using this type of fertilizer.

If you were foresighted enough to have your soil preparation all completed before the rose bushes arrived, then you might follow a program like this one:



I like formal, straight beds for my roses, and I plan them according to the number of bushes to be set out. For instance a bed  $4\frac{1}{2}$  feet wide by 20 feet long will hold twenty roses. To prepare the bed I dig out all the soil to a depth of 15 or 16 inches. Then, as in the case of planting roses in individual holes, I put in a layer over-all of mixed dairy manure and peat moss, mixed half and half, to a depth of six inches. If the garden soil is heavy clay, I mix it thoroughly, 2 parts garden soil and one part woods soil, leaf mold or good top soil before return-

ing it to the bed. If you have a compost pile this is the very spot to use it instead of the woods soil, but be sure your compost is well rotted.

The rose bed looks better with a border around it, and this border, when made of brick or stone in the form of a low edging or retaining wall, serves two additional and useful purposes. It keeps grass from spreading from the lawn into the rose bed, and it serves to hold the surface mulch (discussed later) from washing away.



## HANDLING BARE ROOT ROSES

We pack our roses to the very best of our ability and use the most modern methods to insure their safe, undamaged arrival in your hands. But this packing is at best a temporary protection to keep the plants in good condition during shipment. It is not suitable for storage. **So, unpack your roses on arrival.**

If it is at all possible, plant them at once. There is no spot so good for your new plants as Mother Earth herself.

If a day or two must elapse before you can get the roses planted, then unpack the bushes immediately, moisten the roots and cover them entirely from the air with damp peat or sphagnum moss. Let air reach the tops of the plants, but keep them in a cool place, sheltered from sunlight or wind.

If a week or more must pass before you can plant your roses, then the best thing to do is to bury them for the interval. This is a simple but effective method of storage. Select a spot that is shaded from the sun and dig a trench about 12 to 18 inches deep and as long as the rose bushes are high. Remove the wrappings from the plants and lay them flat in the trench. Cover immediately with moist soil, making sure that clods are broken so the soil filters in well around the roots. If the soil is dry, add water, but the trench does not have to be filled with wet, muddy water. See that the plants are at least 3 or 4 inches beneath the surface. Plants buried in this manner will keep well for a considerable period if the weather is not too warm.

Above all, when handling bare root plants, be positive that the roots are never allowed to dry out. Once this has happened no amount of care will restore the plant.

## PLANTING YOUR ROSES

The rose bushes you receive from us have been pruned back to the approximate size best adapted to transplanting. No pruning should be done to the roots at all except to remove broken or damaged parts or to trim back an exceptionally long root which causes difficulty in planting. While your rose bush needs all the roots it has in order to get a good start, it is better to cut off that long root than to fold it back or curl it upward in the hole.

The tops of the plants should not be cut back any shorter than 12 to 14 inches here in the South, and in the case of the more vigorous varieties like President Hoover or Buccaneer canes, 14 to 16 inches long are perfectly all right. However, weak or damaged canes should be cut out entirely. Prune to a healthy, outward-pointing bud eye.

**Keep the roots moist at all times.** A good way to insure this is to carry the plants immersed in a bucket of water while planting.

Now you are ready for the actual planting of the rose bush. Make a cone of earth in the center of the hole, sloping it to a 45-degree angle, tamping it firm and having the top of the cone about 4 inches below the general soil level. Place the center of the root system on top of this cone and spread the roots out

in their natural position, pressing them firmly into the sides of the cone. Be sure the bud union (bulge on understock where top is budded on the stock) is at or slightly above the ground level. Cover the roots and pack in firmly, filling the hole at first only about half full of soil, then watering thoroughly, adding more soil and watering again until the hole is filled to about 2 inches below the general ground level.

Now make a 2-inch rim of soil around the entire plant at the edge of the nearly filled hole, creating a basin about two feet in diameter. Into this basin put a mulch 2 to 3 inches deep and composed of a fifty-fifty mixture of well composted dairy manure and crushed corn cobs or very old (8 to 10 years) sawdust. This mulch reduces evaporation, helps control weeds, and allows the feeder roots to come up near the surface of the soil just below the mulch so that even cold and inactive soils will grow very fine rose bushes. The mulch also acts as an insulator against extreme heat in summer and cold in winter, protecting the tender and important feeder roots.

**Water every day** until you feel that the plants are well established. Use a soil soaker like our Money Bag Soaker to get the water deep down where it will do some good. Do not rely on a sprinkler to do the job!

## FEEDING YOUR ROSES

There are plenty of opinions on how and what to feed roses, with proponents of fish meal, chemical fertilizer mixtures, bat guano, compost, and various manures all ready to be heard. We have our opinion, too. The feeding program we like best is a new one. I think that one of the greatest steps to more healthy, vigorous and productive plants has been accomplished by the development of foliage nu-

trients. By foliage feeding your plant absorbs food much faster and more completely than any other way, thereby producing more and better foliage and far more blooms with longer and stronger stems. And it makes feeding so much easier than the more laborious and messy methods of soil feeding. We recommend the use of a proportioner which fastens between your garden hose and water faucet and



## FEEDING YOUR ROSES, continued

meters the concentrated plant food right into your garden hose so that you feed and water in one easy operation.

The fertilizer we have found most efficient is Golden State Plant Food. It can be used either as a foliage food or applied in the regular way to soil. We have had several users tell us they have increased their production of blooms by 50% to 75%, with longer and stronger stems just by spraying Golden State Plant Food on the foliage every two weeks during the growing season.

As a supplement to the Golden State Plant Food, we suggest feeding 3 times during the blooming period with  $\frac{1}{2}$  cup of superphosphate per plant. This might be done during the months of April, June and August.

## PRUNING YOUR ROSES

The best time to prune bush roses is during the latter part of February in the South. Cut back with sharp, clean, slanted cuts. Climbing roses should not be pruned for the first two years, but from the third year on cut back all new growth one-third, right after the blooming period.

## INSECTS AND DISEASES

Regular spraying or dusting every week or two during the summer will keep your plants healthy and free of both insects and diseases. If you like to use spray (which leaves no visible residue on the leaves) then we recommend Isotox and Orthocide. If you prefer to use a dust, just one product is needed to control both insects and diseases—Ortho Rose Dust. A yellowing of leaves on rose plants may be caused by excessive alkalinity, resulting in the inability of the plant to absorb food even though ample quantities are present. Iron chelates are a new discovered cure for this situation, with very rapid correction possible.

## DORMANT ROSE CARE

Just a little attention during the winter will prevent troubles in the spring and summer. No elaborate winter protection is needed for roses in the southland, but when they go dormant it is desirable to clean up old leaves which may carry over disease to the next season, and to spray with lime-sulphur, once in January and once in February before the leaves come out.

## NEW DUSTING COMPOUND

If you are a late afternoon and early evening gardener and find spraying harmful to your plants at that hour, we highly recommend you try our **New Golden State Rose Dust**. This is a new formula created by one of the leading Rose Research Foundations and is highly effective in the control of both Blackspot and Mildew. It also helps to keep Red Spider out of your garden. This is the formula of Sulphur and Copper used by most of the large growers in the control of the above pests in their growing fields. It may be applied either in early morning or late afternoon hours. **Lb. 75c      5 lbs. \$2.45      10 lbs. \$3.95**

**All Shipments are Postpaid**

## GOLDEN STATE PLANT FOOD

### NEW! EASIER! MORE EFFECTIVE!



Here is a new plant food that has been developed especially for your roses. One of the greatest forward steps in a feeding program to produce healthier, more vigorous, and more productive plants has been accomplished by the development of foliage nutrients. Foliage feeding enables your plants to absorb food much faster and more completely than any of the old systems. This, of course, produces better foliage, lovelier blooms, with longer and stronger stems. **Golden State Plant Food** makes feeding your roses so much easier, and it is very simple to use. Follow the simple directions which are given on the label, and your plants will be lovelier than ever before.

**1-lb. Jar.....\$1.15      10-lb. Pkg.....\$5.95**  
**5-lb. Pkg..... 3.95      20-lb. Bag..... 9.95**

**Postpaid**

**Georgia Customers add 3% Sales Tax**



## **Late Spring through Summer and Fall**

Container-grown roses are available at the nursery at prices slightly higher than those listed in catalog.

### **HOW TO ORDER**

Please address your orders to Golden State Nurseries of Georgia, Inc., Box 12157, Atlanta 5, Ga.

All allowable discounts have been listed. 3 of a kind discount applies only when 3 or more of one variety are ordered. Send cash, check or money order with your order.

We will make no mislabeled substitutions. If a variety ordered is sold out, we will substitute another rose as near like it as possible, of equal or greater value. Each plant will bear its **CORRECT NAME**.

All roses are shipped prepaid. Georgia customers add 3% sales tax.

### **TIME OF SHIPMENT**

We start digging in early November and begin making shipments immediately to customers whose orders are waiting. All orders are filled in rotation as received. If you wish to have us ship your roses on a certain date, please specify on your order sheet and we will do our best to have them in the mail on that day.

### **JOIN THE AMERICAN ROSE SOCIETY**

You are most cordially invited to become a member of the American Rose Society, a non-profit organization serving rose lovers everywhere with numerous publications filled with interesting articles and advisory counsel. We will be glad to send you an application blank, or write directly to the American Rose Society, 4048 Roselea Place, Columbus 14, Ohio. Membership dues are \$5.50 a year.

## **Our Guarantee**

We ship only top-quality, No. 1 grade plants. Each and every variety is unconditionally guaranteed to be true to name and class and to reach you in perfect condition. Each plant is guaranteed to live and bloom the next normal blooming season after planting. Complaints should reach us no later than the first June 20th after shipping date.

**ACCEPT YOUR RESPONSIBILITY** by using good planting, feeding and growing procedures and be rewarded with good strong, healthy plants with a profusion of lovely blooms.

# **GOLDEN STATE NURSERIES OF GEORGIA, INC.**

*Office and Garden Shop*

**10 Blackland Road, N.W. at Corner of Roswell and Piedmont Roads**



**BOX 12157 Telephone: Cedar 7-5238 ATLANTA 5, GEORGIA**

**Preferred Shipping Date: Day.....Mo.....Yr.....**

**AMOUNT ENCLOSED**  
\$.....  
Cash ☐ Check ☐ Money Order ☐

*Order Early*

**Send remittance in full with your order. We do not ship C. O. D.**  
**On orders totaling less than \$5.00 please add 50c**

[illegible]



# Here are a few Ideas for . . . **GIFT ROSES**

Living Everblooming Roses will live for years in the garden of the one to whom you have sent them. For years to come, your gift will be greatly enjoyed. Golden State Roses are the newest and most popular Gifts that you can give today.

## ★ **CHRISTMAS**

A season of joy. Make it even more enjoyable by a gift of rose plants. They will bring pleasure for years to come.

## ★ **VALENTINE DAY**

Careless Love is the perfect Gift for your sweetheart or wife. It is genuinely unique and so distinctive that your sweetheart will always remember.

## ★ **BIRTHDAYS**

Send one of our wonderful collections for a never-to-be-forgotten remembrance.

## ★ **ANNIVERSARIES**

We have over a dozen rose collections that have been carefully selected for your garden, and over 100 different roses, all or any of which will make a perfect anniversary Gift.

----- Fill Out and Clip the Coupons below, and Mail to -----

### **GOLDEN STATE NURSERIES OF GEORGIA, INC.**

**BOX 12157**

**ATLANTA 5, GEORGIA**

**Telephone: Cedar 7-5238**

**My Name** \_\_\_\_\_

**\$** \_\_\_\_\_

**Street** \_\_\_\_\_

**CK. —CASH—M.O.**

**City** \_\_\_\_\_ **State** \_\_\_\_\_

#### **PLEASE SHIP TO**

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*Georgia Customers add 3% Sales Tax*



## COLLECTION NO. B

Three major colors comprise this collection, Yellow, Multi-color and bright Red and all three are truly great roses.

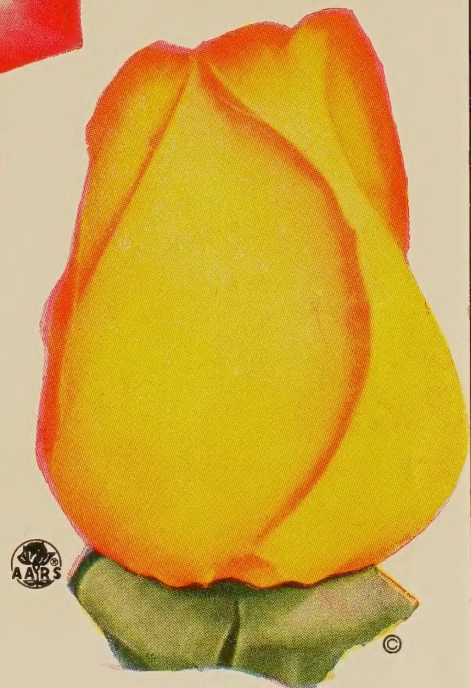
(Retail value \$8.50)

All three for  
only

**\$7.45**



©  
*Hybrid Tea Rose*  
**KORDES PERFECTA**  
Plant Pat. No. 1604  
See page 7



©  
*Hybrid Tea Rose*  
**PEACE**  
Plant Pat. No. 591

*All-America Winner  
for 1946*  
See page 7



*Grandiflora Rose*  
**BOBBY JONES**  
P. A. F.  
See page 9





Hybrid Tea Rose **GARDEN PARTY** Plant Pat. No. 1814

*All-America Winner for 1960*

Rosedom's newest champion and a rose blueblood, too, with Charlotte Armstrong and Peace the two greatest roses of the century for parents! Beautiful long buds, a heritage from Charlotte Armstrong, open to giant Peace-like, pastel-hued beauties of pale ivory subtly brushed with pink at the edge of each wide flaring petal. And these models of rose loveliness—long stemmed and long-lasting are borne profusely on a handsome plant, big, vigorous, and easy to grow.

\$3.50 each; 3 for \$9.20

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OF GEORGIA, INC.**

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